

## ABSTRACT OF THE DISCLOSURE

A device for and a method of transmitting serial data and/or addresses to a printer head. A data processing unit provides serial input data for determining nozzles to be fired simultaneously and data for controlling a nozzle group firing order. The serial data is converted to parallel data and bits for determining the simultaneous firing nozzles are separated from a bit which determines the nozzle group firing order. A bi-directional shift register has parallel outputs which are changed by shifting a preset value left or right based on a latch clock and the firing order bit. The converted parallel input data and the outputs of the bi-directional shift register are logic ANDed to output nozzle firing signals. Logic operations in the printer head are simplified, a number of connections is reduced, and interface signals between the printer head and the printer main body are minimized.